

**Before the  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, D.C. 20054**

In the Matter of	)	
	)	
Implementation of Section 4(g) of	)	
the Cable Television Consumer	)	MM Docket No. 93-8
Protection Act of 1992	)	
	)	
Home Shopping Station Issues	)	

To: The Commission

**REPLY COMMENTS OF WQED MULTIMEDIA**

As explained in WQED Multimedia's initial comments, WQED Multimedia's station WQEX(TV) broadcasts home shopping programming. To show to the Commission what WQED Multimedia already knew from frequent interaction with its audience, WQED Multimedia asked viewers to send comments on the issue raised in this proceeding, which is whether the broadcast of home shopping programming serves the public interest. In response, the public made its interests and needs clear. The public likes, wants and needs over-the-air broadcasts of home shopping programming.

Other commenters presume to know what Americans wants better than Americans themselves. These commenters argue that if the public want to shop at home, they should subscribe to cable or DBS or buy over the Internet. These commenters say that the Commission should ignore the audience that watches, enjoys and uses over-the-air broadcast home shopping programming. These commenters purport to know viewers' needs and interests better than the viewers themselves. The Commission should recognize such comments for what they are, paternalistic tripe.

Yet other commenters have seized upon this proceeding as a vehicle for promoting another agenda. For example, some commenters urge the Commission to impose greater children's television obligations on home shopping broadcasters than imposed on broadcasters generally. The Commission must treat such comments as beyond the narrow scope of this proceeding, which is to determine whether home shopping programming serves the public interest.

On this question, there remains no doubt. Home shopping programming has survived as a broadcast format for over 20 years for one reason only – it interests the public and serves their needs. By definition, therefore, television stations that broadcast home shopping programming serve the public interest.

**I. The Commission Should Ignore Extraneous Arguments and Requests That Are Beyond The Scope Of This Proceeding.**

Several commenters urge the Commission to take positions that are clearly beyond the scope of this proceeding. For example, the Children's Media Policy Coalition argues that home shopping stations should be obligated to exceed the children's television requirements placed on television stations with other formats. They base their argument in part on the allegation that some home shopping stations are not fulfilling the Commission's children's television programming requirements.<sup>1</sup> Assuming for the sake of argument that the Coalition's allegations are true, they are irrelevant to this proceeding, which is intended to address one question only, which is whether the broadcast of home shopping programming serves the public interest.

There is nothing inherent in home shopping programming that prevents stations that broadcast this programming from fulfilling their obligations to serve the needs and interests of children. Assuming that the Coalition's allegations are true, it is irrelevant to this proceeding

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<sup>1</sup> See Comments of Members of the Children's Media Policy Coalition.

that some home shopping stations may have failed in this regard. Stations that broadcast other formats may also fail to meet the Commission's children television programming requirements: this does not make the broadcast of those other formats contrary to the public interest. If some broadcast stations – whether they broadcast home shopping programming or not – are failing to serve the needs and interests of children, then the Commission may take appropriate actions against those stations, without intruding upon the First Amendment rights of broadcast stations by ruling that a specific format is contrary to the public interest. Indeed, both the Members of the Children's Media Policy Coalition and Cablevision note that the Commission has made use of these enforcement mechanisms in the past.<sup>2</sup>

Congress directed the Commission to determine one thing – whether the broadcast of home shopping programming serves the public interest, and if the Commission determines that it does, to qualify stations as local commercial television stations for purposes of cable must-carry obligations.<sup>3</sup> In 1993, the Commission complied with Congress's mandate and properly determined that such stations do serve the public interest. The Commission should reaffirm its conclusion and should not permit the filing of a petition for reconsideration to function as a pretext for morphing this narrow review proceeding into something else.

## **II. Television Viewers Have Spoken: Home Shopping Stations Serve Their Needs and Interests.**

American television viewers, WQEX's viewers, have clearly spoken. They value home shopping programming. It meets their needs and interests. And it is these viewer needs and interests that television stations are charged with serving. In the words of one of WQEX's

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<sup>2</sup> *Id.* at 7 (stating that the Commission has issued forty-one admonishments to home shopping stations for children's television violations during the last two years). *See also*, Comments of Cablevision Systems Corp., n 41 (noting that the Commission imposed a \$24 million fine on a licensee for failure to meet core children's programming requirements).

<sup>3</sup> 47 U.S.C. § 614(g)(2).

viewers: “[H]ome shopping provides a valuable service to consumers, low income peoples, persons that doesn’t have means of getting to the mall and you’re buying quality goods at a much lower price, and I think this is a privilege that should not be taken away from consumers.”<sup>4</sup>

Several commenters, however, presume to know better. They argue that while over-the-air access to home shopping stations may have once been “important or even essential, this is no longer the case in light of the nearly uniform availability of home shopping *via* MVPD.”<sup>5</sup> They argue that “very few people are now in need of over-the-air home shopping.”<sup>6</sup>

Such comments dismiss the needs of Americans who do not subscribe to cable or DBS, approximately 14% of all households.<sup>7</sup> For example, many people who watch WQEX rely on the station’s over-the-air broadcast, whether by circumstance or choice. Those viewers should not be denied access to the public interest benefits the station provides. As these viewers explain:

- I'd like to express my hope that Cable TV doesn't have the power or influence to remove this service from FREE broadcast stations. I've utilized these free shopping channels frequently because it's very convenient, saves travel time and money.”<sup>8</sup>
- “I want you to know I do not have cable television, I have just regular television. I receive home shopping on WQEX. I thoroughly enjoy it. ... Many of the things that have been shown on the station I have seen in retail stores and the home shopping is a better price.”<sup>9</sup>
- “I can afford to have cable, but I do not have cable because I do not want cable ... I enjoy watching the home shopping network ... and it’s easy for me to shop.”<sup>10</sup>

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<sup>4</sup> Comments of Barbara O’Niel Lane, Exhibit A.

<sup>5</sup> See Comments of Campaign Legal Center, *et al.*, 10. See also Comments of Free Press, n. 8; Comments of Cablevision Systems Corp., 13-14.

<sup>6</sup> Comments of Campaign Legal Center, *et al.*, 14.

<sup>7</sup> *Id.* at 7; Comments of Free Press, n. 8; Comments of Cablevision Systems Corp., 13-14.

<sup>8</sup> Comments of Bonnie L. Renshaw, at Exhibit A.

<sup>9</sup> Comments of Barbara Huber, Exhibit A of Comments of WQED Multimedia.

<sup>10</sup> Comments of Myrtle Pollard, at Exhibit A.

- “I do not subscribe to cable TV and WQEX’s broadcast is my only access to this type of retailing.”<sup>11</sup>

Incredibly, one commenter in this proceeding was so audacious as to say that, “[w]hile CLC, *et al.* are not unconcerned about those who cannot afford to subscribe to an MVPD service, the simple fact is that such people are unlikely to be able to purchase significant amounts of goods *via* home shopping, and perhaps should not be using home shopping services.”<sup>12</sup>

WQEX’s viewers take umbrage.

- “I find this attitude ... ridiculous. There are a lot of us who cannot afford to be paying for cable or satellite dishes who still benefit from watching home shopping.”<sup>13</sup>
- “[Y]ou know, these groups who say we cannot afford to purchase items from home shopping services if we can’t afford cable. I think it’s my right to determine whether I want cable or not.”<sup>14</sup>
- “I was really outraged when I heard that [commenters] are saying that people that can’t afford cable shouldn’t be buying on television. Well I for one do not want cable, satellite or any of those things and I resent the fact that they’re saying I should be able to see it for free on WQEX or anywhere I want to see it.”<sup>15</sup>
- “I’m calling ... to comment to the groups who are saying we no longer need to have any home shopping services on free TV. ... I think you’ll do a very harsh disservice, as far as the FCC goes, if you allow [commenters to] talk you into taking this off of free TV.”<sup>16</sup>
- “If I choose not to spend my money on cable ... that does not mean I choose not to spend my money with a home shopping type network. I resent the fact that someone would imply because I choose to spend my money the way I chose to spend it, I should not have the option of having a home shopping network coming into my home for free.”<sup>17</sup>

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<sup>11</sup> Comments of Janet Wargo, Exhibit A of Comments of WQED Multimedia.

<sup>12</sup> Comments of Campaign Legal Center, *et al.*, n 11.

<sup>13</sup> Comments of viewer from North Versailles, PA, at Exhibit A.

<sup>14</sup> Comments of viewer from Jeanette, PA area, at Exhibit A.

<sup>15</sup> Comments of Sandy, Exhibit A.

<sup>16</sup> Comments of viewer 30 miles southeast of Pittsburgh, at Exhibit A.

<sup>17</sup> Comments of viewer from Highland Park, at Exhibit A.

- “Home shopping provides a valuable service to consumers, low income people, persons that doesn’t have the means of getting to the mall and you’re buying quality goods at a much lower price, and I think this is a privilege that should not be taken away from consumers.”<sup>18</sup>
- “I just wanted to say that I order off that shopping channel a lot because it saves me a lot of money and the quality of the stuff I buy off there is a lot better than what I can find in the stores in the mall.”<sup>19</sup>

Some commenters also argue that the rise of the Internet and e-commerce diminishes the need for over-the-air shopping stations.<sup>20</sup> As the Commission knows, however, Internet access is not universal, and there are disparities in Internet usage among various segments of the public.<sup>21</sup> In any event, the issue in this proceeding is not whether people have other ways to shop, be they bricks-and-mortar stores or over the Internet. The question is whether the availability of broadcast home shopping programming furthers the public interest, notwithstanding that the public has other shopping options.

Again, WQEX’s viewers speak:

- “As an elderly, disabled person I find the home shopping channel invaluable to me – as I’m sure other people in my situation do also. I am no longer able to use the Internet because of my disability and for a certain group to assume that just because we cannot afford to pay for cable and other access to home shopping that therefore we cannot afford to buy or purchase items and products on the home shopping network is really presumptuous on their part. Let them walk a day in our shoes and see how they feel.”<sup>22</sup>

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<sup>18</sup> Comments of Barbara O’Niel, at Exhibit A.

<sup>19</sup> Comments of Jamie Forsythe, at Exhibit A of Comments of WQED Multimedia.

<sup>20</sup> See Comments of Campaign Legal Center, *et al.*, 14; Comments of Free Press, 4; Comments of Cablevision Systems Corp., 8.

<sup>21</sup> *Review of the Commission’s Broadcast and Cable Equal Employment Opportunity Rules and Policies*, Second R&O and Third NPRM, 17 FCC Rcd 24018, 24051 (2002) (stating that the obligation to widely disseminate notice of job vacancies across a station’s community cannot be achieved by use of the Internet only due to limited usage). See also, *Liberman Television of Dallas License Corp.*, Notice of Apparent Liability, 22 FCC Rcd 2032 (MB 2007) (finding apparent violation by station that relied on Internet only methods of distributing job vacancy notices).

<sup>22</sup> Comments of viewer, message left at 4:04 PM, Friday, July 27, 2007, at Exhibit A.

- “I first would like to know who would have the audacity to say that because you don’t have cable or Internet that you can’t afford to shop. I have neither and I still have done a lot of shopping on the home shopping networks.”<sup>23</sup>
- “I really think that having access to this form of shopping is beneficial and it should not be limited to those who have to purchase cable or get on the Internet because my husband for one is – does not want me purchasing on the Internet and others may have these restrictions on them also whether by choice or whatever but they are comfortable with making a phone call and finding someone that they can discuss these things and having these products delivered to their home.”<sup>24</sup>

While the Campaign Legal Center and its co-commenters may argue that the rise in cable access and e-commerce have rendered over-the-air home shopping services “inconsequential” for the homebound,<sup>25</sup> WQEX’s viewers have clearly stated otherwise:

- “I hope you take in consideration that not everyone has cable tv, so it’s not an option for me or my mom who is homebound. i think home shopping has become a way of life for alot of people in this day and age who can not leave the house and for people like me who have kids and work full time, and like I said I do not have cable tv so that is not a option for me. Please consider how many lives this would affect if it was taken off the air, it might be small to you but it isnt to busy families or older people and someone needs to take a stand for us.”<sup>26</sup>
- “I’m calling to note that I agree with everything about you know the elderly and not being able to get out, but for them to say that people that don’t have cable cannot afford to purchase anything. A lot of people don’t want cable in their homes and I feel that although they don’t want cable, they should still have access to these things.”<sup>27</sup>

In other words, over-the-air home shopping programming remains important to many Americans, notwithstanding the growth of cable and DBS and the increase in Internet shopping opportunities in the 15 years since passage of the Cable Television Consumer Protection and Competition Act of 1992.

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<sup>23</sup> Comments of viewer, message left at 1:03 PM, Saturday, July 28, 2007, at Exhibit A.

<sup>24</sup> Comments of Marlene Gisperc, at Exhibit A.

<sup>25</sup> Comments of Campaign Legal Center, *et al.*, 15.

<sup>26</sup> Comments of Jamie, at Exhibit A.

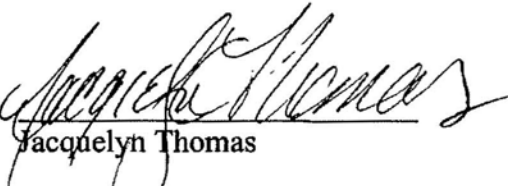
<sup>27</sup> Comments of viewer from Dormont, at Exhibit A.

### **III. Conclusion.**

By their own words, WQEX's viewers have forcefully demonstrated that home shopping stations serve the public interest, particularly the needs and interests of the elderly, the disabled, the homebound, viewers with limited retail options, viewers who lack transportation, viewers who dislike shopping and viewers who lack the time to shop. WQED Multimedia accordingly urges the Commission to deny the Petition for Reconsideration and affirm its determination that home shopping stations serve the public interest and are qualified as local commercial television stations for the purposes of mandatory cable carriage.

Respectfully submitted,

**WQED MULTIMEDIA**

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## **Exhibit A**

**July 10' 2007**

Tuesday 10:02 AM

Hi my name is Charolette Kupich I live in Shaler my phone number is [REDACTED] and I do enjoy the home shopping channel and I really would not like to loose it. Thank you.

**July 11' 2007**

Wednesday 9:03 AM

My name is Kathy Kobeck and I live in Mars Pennsylvania, however I have lived all over the United States one way or another—in Florida – all over. I really appreciate the courtesy and the products that home shopping affords to me because I am disabled and I don't get out to shop a lot. I would hope that this station would not drop the home shopping networks that we can shop from and have them deliver to our door rather than try to get someone to take us out so that we can shop. I'm sure other people feel the same way there are products on these stations that I cannot get in the stores at these prices and on a fixed income-social security/disability I really appreciate it. Thank you very much my name is Kathryn Kobet, K-A-T-H-R-Y-N K-O-B-E-T. I live in Mars Pennsylvania and if you wish to call me my telephone number is [REDACTED]. Thank you for your time and for being able to broadcast these programs to me. Thank you.

**July 12' 2007**

Thursday 1:03 AM

Barbara O'Niel Lane from Duquesne Pa. and home shopping provides a valuable service to consumers, low income people, persons that doesn't have means of getting to the mall and you're buying quality goods at a much lower price, and I think this is a privilege that should not be taken away from consumers. They've taken everything else away. You would think that they would allow to buy quality service and goods at a good price, affordable price. Feel free to call me if you choose area code [REDACTED]. It seems that being a free American really is not a choice anymore -you do what Big Brother say do. Thank you for allowing me to make my comments.

**July 27, 2007**

Friday 4:05 AM

Good morning my name is Mary Ann Sieman. My number is [REDACTED] I'm glad I got the courage to call. I just love ShopNBC. This is the United States of America we have the freedom to do what we like. I only buy the things I can afford and I'd like for you also to take into account. You want to take these stations off the air well, I'm 59 years old and my family's all past away. I have no transportation other than public. Well how about considering taking off these sex hotlines, violence and all kinds of things that can corrupt our children. I have a 2 ½ year old granddaughter. I would rather have her watching home shopping with Home Style with Marge than all of the garbage that is on. Why don't you please get off your duffs and take that garbage off. I have done some

ordering on home shopping networks, met the most decent wonderful caring people and if you're not smart enough to be able not to buy the expensive things, well then I think you have major problems. But I would go up against anyone with this Shopping NBC. I do not have a computer nor can afford one. But I would like to even tell it in public like it is. Stop trying to get these things off the air. Get the soap operas off that corrupt our children and also everything else.

Friday 8:44 AM

Hi yes my name's Kathy, Kathy Victorelli and I'm calling in regards to ShopNBC – there was a advertisement on TV that WQED wanted to know peoples feelings. I think it's wonderful that it's on digital and channel 4 on my station. I could actually downgrade my cable and save \$30 a month times 12 is a lot of money. The second thing is it's a wonderful way to shop with great savings and it's just a wonderful thing to have. I would really regret it if they took it off the network. If you need to speak to me [REDACTED]. Thank you. You have a great day. Please do not use my telephone number for soliciting. Thank you. Bye bye.

Friday 11:04 AM

Hello my comment is for the home shopping services on cable television. I think it's a service that we'd all would like to have, particularly as we get older. Also although you pay shopping--shipping and handling, which I've heard people say 'I don't want to do this, the shipping and handling.' You have to pay gasoline to go to the mall you have to find a place to park - when you get there you don't find what you see on TV. And I've waited a very long time to find Shop NBC, it came and it went, and finally it's here, and with the other two channels I also watch those. And so I really I'm in favor of keeping it on cable television. I think it would be a real disservice to those of us who like to shop from home. My name is Dorothy Fisher and my phone number if you care to call back is. Thank you.

Friday 2:02 PM

I'm calling from North Versailles, PA and I find this attitude of the cable stations ridiculous. There are a lot of us who cannot afford to be paying for cable or satellite dishes who still benefit from watching home shopping. There are many things that are within our range and I am really disappointed in the cable and satellite people for this discrimination against us poorer people. It's just disgusting. Thank you.

Friday 3:02 PM

I think they benefit the elderly and I'm calling from Greentree.

Friday 3:04 PM

I watch the home shopping network and I can afford to have cable, but I do not have cable because I do not want cable, because there is a whole lot of junk on cable that I do not want to see. I enjoy watching the home shopping network. I buy purses, I buy leather- leather jackets and it's easy for me to shop. I can shop from my bed, or I can shop from my living room and I can have it sent right to my door. And it's not that I can't afford cable, it is because I do not want cable. So I enjoy watching the network

from my home. Ok thank you. Bye...if there's—I could leave my name and address if this is the end of the message. I gave you my message and if you want to get in touch with me my name is Myrtle Pollard [REDACTED] Pittsburgh, PA. Thank you.

Friday 3:11 PM

Hello I'm calling from the Highland Park area. My comment concerning the television viewing of home shopping network. If I chose to not spend my money on cable or any other kind of broadcasting, that does not mean that I choose not to spend my money with a home shopping type network. I resent the fact that someone would imply because I choose to spend my money the way I choose to spend it, I should not have the option of having a home shopping network coming into my home for free. It is just another way to try to divide the line of what you can have for free or what we actually have to spend our money on which should be free – spending it on cable or for any other kind of broadcasting system. Thank you so much. Bye bye.

Friday 4:03 PM

Hello my name is Tawana, my last name is Irvine. My address is [REDACTED], Pittsburgh, Pennsylvania. My phone number is [REDACTED]. I like to use the home shopping because I'm one of those people who are homebound. It has provided a great quality and service to me and I would appreciate if you keep it on the air. Thank you.

Friday 4:04 PM

Hi I'm calling from the Jeanette, Pennsylvania area and you know, these groups who say we cannot afford to purchase items from home shopping services if we can't afford cable. I think it's my right to determine whether I want cable or not. And personally I don't watch all the junk that cable has. I don't feel that I should have to pay for stations on cable that I don't want to see. I mean you know you get the cable service, you get 100 – 70 channels or whatever, I don't watch television that much. I come home we'll sit down watch ShopNBC on TV in the evening. Come home during the day I'll watch it in the background and like I say personally I think these groups what they are – is just – you know are arrogant people that feel that – you know their nose sticks up in the air so far they can't even sniff their food coming off their dinner plate. And you know I could really get nasty about it because I really don't like people like that. What do they think we can't afford anything? I've got 5 vehicles sitting in my driveway and personally I'm not going to pay for cable to go shopping. It's like ok you pay a \$3 fee to go into Macy's, or a \$10 charge to go into Bonton. You know, this system's – it's just not set up that way. And you know personally I think it ought to be left on TV, I see items that I couldn't buy here locally. I also have the option of sitting and thinking about it for a couple hours.

Friday 4:04 PM

As an elderly, disabled person I find the home shopping channel invaluable to me - as I'm sure other people in my situation do also. I am no longer able to use the internet because of my disability and for a certain group to assume that just because we cannot afford to pay for cable and other access to home shopping that therefore we cannot afford to buy or purchase items and products on the home shopping network is really

presumptuous on their part. Let them walk a day in our shoes and see how they feel. I think we have every right to be able to shop as we see fit and it is not up to any of these other groups to pre-determine how much money we have or have not to spend, or how we spend it. That is our private concern. As long as our bills are paid, it is none of their business and I sincerely hope that your station continues to carry ShopNBC. I find it extremely useful to me and as I'm sure other people in my position do also. Let the do-gooders go about their business and shop wherever they choose and let us who are limited in our accessibility to shopping, shop as we see fit. I thank you for listening to my comments,

Friday 7:05 PM

Hello my name Sheprecash. I live in Squirrel Hill [REDACTED]. And I am so happy that you are carrying the ShopNBC channel because that is giving us a choice of watching different channels – home shopping channels. And then to be able to buy the things which are – I mean compare the prices and get the best price. I am homebound because I've been very ill and in the hospitals – in the last 1 ½ years in and out – and home shopping helps me to get things that I want. I may not need them but I still want them and it gives me of course you know paying for the shipping adds onto the price of the things, but I would still like to have home shopping around and it helps me greatly because I cannot get out of the house by myself, I have to be – you know someone has to drive me or take me in a wheel chair and stuff like that. So I would appreciate it if you continue with the home shopping network. If we only get home shopping you know if you have to pay channels then not everyone can afford to have all of the paid channels, the most of the shopping channels are on the higher paid channels which we can't afford. So only the Home Shopping Network and QED is only available on the channels – at the level I have of cable. I think ShopNBC coming on the free channel is a great help to me personally and thank you so much for carrying it. I don't know what your decision is. My phone number is [REDACTED]. Thank you. Bye.

Friday 8:04 PM

Yeah this is Mr. Doerfler calling, in Etna, PA 15223 1613. My home phone is [REDACTED]. As far as ShopNBC goes on channel 4 which is on your channel, I'm very happy with seeing this on. I am a diabetic. I got bad feet. I haven't been able to go out since last September – of last year and I enjoy it and I would like to see it stay on. Also QVC, HSN – we do a lot of shopping from these TV channels. I would not like to see it go off the air. I think it's very necessary to have. It's a lot better than watching somebody shooting, stabbing and goofy movies like that on TV and I enjoy watching the home shopping channels. And I do wish you'd keep them on because they're very beneficial to me.

Friday 10:04 PM

Good evening. I'm calling on behalf of seeing the initial advertisement on benefits and non benefits only quoted by other cable stations. I would like you to know that other cable stations who find that home shopping on WQEX would be non beneficial simply because WQEX provides better quality goods, products and service on behalf of the goods and products that are advertised. I have shopped on cable and satellite home

shopping clubs only to find that WQEX – or ShopNBC that is, is the absolute best. Therefore, other cable stations should not be allowed to monopolize simply because their products – the quality of their products, the quality of the service is in no way, shape or form comparison to the home shopping club provided on WQEX or ShopNBC. That's my comment. If someone would like to contact me their welcome to doing so. A number where I can be reached is area code [REDACTED]. My name is Mrs. Foy. I appreciate your home shopping network I respect the products, the goods, the warranties and all that supports the products that are featured. So again thumbs up to WQEX for an excellent home shopping network and please do not take it away. Thank you kindly.

Friday 10:07 PM

Yeah, I like to watch the home shopping programs at home, it's a lot easier for me cause I can't walk very far when I go out. I have a lot of broken bones yet I need to get some items. It's nice to be able to see and compare different things that are available. I'd like a little more of a variety than what they're offering and maybe some lower prices and I think – feel that they have too much jewelry and watches. Other than that I mean everything seems to be fine I enjoy it very much. I'd rather watch that than some of the programs they have on. Thank you.

**July 28, 2007**

Saturday 10:04 AM

Yes my name is Amy Sibert and I'm from Cabot, PA – outside of Saxonburg, Pennsylvania. I take offense to the fact that you say that people cannot afford to purchase items. I don't think that's right, if people have the ability to purchase that is their right and their responsibility whether they watch home shopping or walk into Walmart or some place else. Home shopping and the other shopping channels have been a blessing to me. I have been disabled for 16 years. I enjoy shopping from there, but I also enjoy the company – they become like family – listening to them, I can watch it for months and not purchase an item you know because it's just like when someone's coming on the air Chuck Clemency or Carlo Viani, you just love to watch them look at their jewelry and see the beauty. It doesn't mean you have to purchase, it's – but I do love to purchase they have some good deals they have some beautiful things and I think it's, you know, should be left on for everyone to have the ability to watch and purchase and do as they please. I don't think you have the right as the FCC to decide how, where, when, and why we spend our money-- that is our right, our choice and not yours. Pretty soon – are you going to start regulating what we do in our home? You know that's not right, I'm offended by that, because I don't care if I'm low income, middle income, high income or a billionaire – it's my life – my choice – it's choice, not – my choice not yours. Thank you very much. Please take into consideration that people do have a choice to say yes or no if they want to purchase or do whatever. Thank you.

Saturday 12:07 PM

I am calling from Upper St. Clair, I have 3 computers and a laptop. I had cable television for about 20 years and last November I decided to have it disconnected because there are so many channels that it is not possible for one person to watch it. I am so happy to find

on my free TV services channel 2, 4, 11, 13 and 16 – that I love my home shopping. I have – the value of home shopping for me is that it provides an opportunity to see products that are not available in Pittsburgh. Pittsburgh only has two stores, Macy's and Talbots. I really enjoy seeing the jewelry and it gives me a point of comparison to what is available at the retail stores and it shows that the value on the channel, WQEX really does offer significant savings. I have the money to travel. I've bought jewelry in Mexico, Monte Carlo, California everywhere, Bailey Banks and Biddle, but your home shopping really does have value. I have transportation – I drive a Mercedes Benz. And I think your show is great. So they're just sour grapes. Thank you. Bye.

Saturday 1:03 PM

I first would like to know who would have the audacity to say that because you don't have cable or internet that you can't afford to shop. I have neither and I still have done a lot of shopping on the home shopping networks. I think those things should be published and instead of worrying about whether to take something decent off the television perhaps these people should get involved in some civic things that would get rid of some of the bad programs that are on. I'm from the North Hills of Pittsburgh, and thank you. Keep up the good work.

Saturday 3:04 PM

Hello, I just think that having the home shopping on WQED is very good. Even though I am approaching 70 years old I do get out to the stores, but there is a lot of enjoyment. There's a lot of the other programs on pay TV that maybe aren't as good – I'd rather watch the home shopping channel at times. You get to see many more products – even if you go to the stores in the shopping center – you get to see many products on WQED on channel 4 that I wouldn't normally see in the store and they explain a lot more on there than the people do in the stores. Usually in the stores they have people that aren't experienced and they're in there just passing time away, taking a check that maybe they don't even deserve. I don't know about people that can't pay for this – any of these products or anything like that. I have purchased them off there. They were very good about returning my money if I didn't like the product. In some cases they even returned the shipping for me to send it back to them. I enjoy it very much and I enjoy WQED and the cooking channels that you have on. Thank you very much. My number is [REDACTED]. Thank you very much.

Saturday 5:02 PM

Hi this call is from Stanton Heights. I'd just liked to say that some people do not want cable.

Saturday 10:04 PM

Hello my name is Mary Wilson. I do use the home shopping on public television and I can afford cable which I have and I also use it on the cable channels also. I think it provides a variety for me. I work 6 days a week and when I'm done work, I don't want to go shopping. I find it very convenient, I do have transportation, I do have a cable system coming into my home and I like the variety because they all offer something

different. And I am from Chalfant, Pennsylvania if you're not certain where Chalfant is, it sits right in the middle of Forest Hills. Thank you.

**July 29, 2007**

Sunday 9:03 AM

I'm calling to note that I agree with everything about you know the elderly and not being able to get out, but for them to say that people that don't have cable cannot afford to purchase anything. A lot of people don't want cable in their homes and I feel that although they don't want cable, they should still have access to these things. Thank you and I'm from Dormont.

Sunday 11:03 AM

My comment on the home shopping network is very favorable. We like it a lot. We don't have cable and I don't think it's fair that the cable company feels that you have to pay for services like this. And just because someone does not have cable doesn't mean that they might not have the money to buy from the home shopping network. I think it's easier as far as not having to go out shopping and of course now with the gas money, it saves on gas. And I think it's very beneficial to our area. Thank you.

Sunday 12:04 PM

My comment is not only are you getting good service on television, you see what you're getting instead of looking through catalog books. Also your not fighting the crowds at malls or stores or standing in line, or having to wait on buses in all kinds of weather and having to pay for public transportation so plus that. So in order for shopping services to be on TV it's wonderful because people need that, not only the elderly, disabled, the mentally challenged. And people can afford that because if they can afford to shop in stores, they can afford that because they offer flex payments for people to make it easier for them where stores don't do, thank you. And I'm from Carrick and my number is [REDACTED] and yes I'm a member of QVC, I'm a – a member of home shoppers network and I 100% say that they need to be on regular TV cause a lot of people can't afford cable or satellite and this is offering them services to shop at right from their home and seeing what they are getting. Thank you. My name is Mrs. Masters...and I shop from home shoppers and QVC and all them. Ok thank you. Bye.

Sunday 1:03 PM

I thoroughly enjoy the ShopNBC shown on WQEX. I'm not the type of person that like to go to malls and crowds blah blah blah. And I find it – I actually find it very entertaining. I enjoy it. It helps me out immensely and I'd hate to see it go. I really think it is valuable for people for various reasons – mine being that I really enjoy shopping from TV, it's entertaining and I always look forward to the shows that they have on – certain shows on the ShopNBC channel. I'd be very saddened to see it disappear from the public viewing channel. And I do live in Etna Pennsylvania on the outskirts of Pittsburgh, and if it goes to a further channel on cable I don't – I do not want to subscribe to anything but basic cable. That's my affordability level and that's what serves me, and that's the benefits. Thank you very much. Bye bye.



Sunday 2:06 PM

Yeah I'm calling about the comments that the cable company left about people who cannot afford cable services and how their purchases wouldn't be significant if they don't have cable services. Not everybody can even receive cable who live in the country – out in Washington County. Not everybody even gets it, not everybody can get even get satellite dishes and everything. I know I was told if I wanted a satellite dish I would have to cut down a 40 foot tree in my yard – well, I'm not going to cut down a 40 foot tree to get satellite TV it's not worth it to me. So I can't get cable or satellite so I rely on this free channel WQEX and ShopNBC. And on top of that, ShopNBC to me offers the top of the line products and I do order quite a bit off of that. So it's not a case that I'm a poor person who is a low life that can't afford you know cable and I can't afford to order off of these shopping channels and I'm very offended that these cable companies you know who doesn't care about people would say such an ignorant comment. And I hope you do forward this comment, you know from me, to the FCC because I thought that was very arrogant of the cable systems to even say something like that because not everybody gets cable or satellite. And I think shopping does help – because I'm out here in the country and my mother lives next door and it helps her because she is homebound and it does help people like that and it does help people who work – I work full time, my husband works full time, my neighbors work full time – we all use the shopping channels because we can't get cable. We use ShopNBC all the time and if you check my records I spend thousands upon thousands upon thousands of dollars with this because it's quick and convenient. Please forward this onto them and please do not take ShopNBC off of WQEX. I think the channel is an excellent channel as far as shopping I love the quality and the prices that they offer out. Thank you.

Sunday 3:03 PM

Yes my name is Mary Smolinski I live in New Castle, Pennsylvania. I'm calling to say that I am handicapped and I am homebound, my husband takes care of me and home shopping has been a blessing to me cause I can't get out to go shopping especially around the holidays I do all my shopping cause my husband's time is valuable. He works full time and he takes care of me, so by the time he would get me ready and the car and the wheelchair to go different places, we could only maybe go to maybe one or two stores and I could never see all of the stuff that you could show me on television that are available to me so it gives me a wide selection of products that I could buy for people. I have been noted –that people know that I buy unique things because I see them and I really appreciate them being on television to give me this opportunity to buy products that I am interested in. So I hope they continue. Thank you and God bless bye bye.

Sunday 6:45 PM

My name is Marlene Gisperc I live in Aliquippa, Pennsylvania and my Aunt who does not have cable lives in Bellevue which is in Pittsburgh. I disagree with the assumption that people who don't have cable or the internet are unable or can't afford to shop on these paid stations. Some people do this because of choice, especially elderly people who have not been used to this and really do not want to change their viewing habits, yet when they're informed of the choices that they can get, I find that the choice – looking at the

home furnishings – if I can get better buys there than in going to a lot of the sales and driving around. I also find that different sizes are much more readily available over the TV than if you go to the store during a sale. And I have helped my Aunt to see some of these things to and I think she has benefited from it. Also some of the products in the cosmetic line – we cannot find them in the local stores. So I really think that having access to this form of shopping is beneficial and it should not be limited to those who have to purchase cable or get on the internet because my husband for one is – does not want me purchasing on the internet and others may have these restrictions on them also whether by choice or whatever but they are comfortable with making a phone call and finding someone that they can discuss these things and having these products delivered to their home. Thank you for listening to my comments.

Sunday 8:03 PM

Hi I'm calling from 30 miles southeast of Pittsburgh, to comment to the groups who are saying we no longer need to have any home shopping services on free TV. The only reason they are saying that is because they want to take the profits from the cable and stuff them in their pockets and I haven't had cable since back in the – probably the 1980s. As far as watching cable networks why should I pay for 60 – 70 network stations when I don't watch TV that much. Why should I spend the 50 or 60 bucks a month for cable when I can spend it on items on the shopping channels? I think you'll do a very harsh disservice, as far as the FCC goes, if you allow these cable companies and satellite companies talk you into taking this off of free TV – the next thing we'll have everything on pay TV and I don't think that's what this was meant to be. I mean if you want to watch Chicago stations and New York stations and Atlanta and so forth, buy cable, spend your money on cable. I don't particularly want to watch it, you know so those are my comments. And if you take it off unfortunately I won't be able to get the shopping channels, and another thing is I get to see items from all over the world and I enjoy purchasing them. That's where I stand thank you.

Sunday 8:04 PM

My name is Donna Smith. I live in White Oak, Pennsylvania. My phone number is [REDACTED]. I just want you to know that I buy from QVC, Home Shopping and especially ShopNBC and I am disabled on oxygen. I'm a heart and lung patient. I have a crippled leg. I don't drive anywhere anymore and I have to depend on others to get me out I can only walk a very limited amount – a few steps. I rely heavily on these programs not only for the basic things in my house but their prices are great. I am on disability, I am on a limited income. I've managed to spend a few thousand dollars through these home shopping channels. I've bought everything, everything....the food... and when I didn't like it I returned it, but I've not had a problem and I think that the cable companies they just want to make sure that I have to pay in order to get these services. ShopNBC is on channel 280 in my area, it's also on WQED, well I'll tell you, for getting it on 280 I have to pay for a much higher package. That's all it's about, it's them making money – you know enough is enough, all our regular channels have taken all of the good programs away, enough is enough and don't take this away from me and many, many, many others like me. Please, you can call me at [REDACTED] and I buy everything – everything

from sweepers, to appliances, to pots and pans, to beauty products to things for home healthcare items...and I've bought it. Thank you.

Sunday 8:04 PM

I think the home shopping network, ShopNBC.com I think it's wonderful, I think it is good for the elderly and people who do not have transportation. Many elderly people have money but they are restricted now-their no longer allowed to drive. And so they have money to buy things they cannot get around as easily even though relatives would drive them when they can. So I think the home shopping network is very good and I think it should continue. Thank you.

Sunday 8:09 PM

Hi I live in the Knoxville section of Pennsylvania, and I'll tell you what – with the easy payments that these home shopping channels have, you can buy birthday gifts, you can buy household gifts, household items, anything. And I get a little over \$700 a month and it's fantastic. I've been able to buy everything for my grandchildren in that without leaving my home. I don't drive. I do not have a car. It is one of the best blessings I consider of ever having. My phone number is [REDACTED] my name is Linda Jordan. Please, do not, do not take the ones without cable. We need them, even just a tiny bit of luxury from them is fantastic. Thank you.

Sunday 9:43 PM

I'm calling from the Bridgeville, Pennsylvania area my name is Mrs. Anthony Narde I use the home shopping network many, many, many, many times and have for years. I am unable to get out and shop in the stores and it's the only way I have of getting different things that I need. Thank you.

**July 30, 2007**

Monday 4:05 AM

Yes I'm calling from the Butler County area, Saxonburg, around Saxonburg. Until last year I was unable to receive cable. I purchased a dish, it stunk because we didn't get good channeling we had a lot of problems because of where we were located at. There are some people like my parents that do not watch TV, so they do not have cable, but yet the ability to have that channel is nice for them to be able to purchase something. But I feel that this is the choice of the person that is at that home, whether they want the channel or not or to use it. Because it's just like a drug addict if they want it they are going to find—they're going to get it does not matter. But that's our right to choose to be able to have this channel. I don't – WQEX if you take the channel away, your showing that you do not let people have a choice in life and their rights. You're taking away our rights and I don't appreciate it and I think if you think long and hard about the people that do not have the full cable, and the excuses for not having the cable is disgusting. What I've listened to that you just said is disgusting because not everybody wants to buy all them channels, some people like 2, 4, 11, you know 13 and all that. Think...think about all ages, all types and all people in society. They all have a right to spend their money the way they want to. Thank you very much.

Monday 9:48 AM

Hello my name is Mary and I'm calling in reference to the home shopping network. I feel it's a valuable asset to your station. I find that you know even though you feel you may not be able to afford something, they give you value pays so that you don't even have to start paying for 3 months later, maybe \$30 a month a couple months and it really makes these valuable, beautiful pieces or whatever you may offer that you like actually affordable in that – that you can't get that in a regular store, like a jewelry store you're not going to be able to do something like that. I highly request that you maintain the shopping network on your channel. And it's very valuable to the elderly, it's valuable to me – I'm sort of a semi-elderly. And the bargains are just unbelievable and there's no way I'd be able to go out and search to find these values. So anyway, I feel it is quite an asset to your station and I would hope you would pass this on accordingly. I do thank you if you'd like to return my call my phone number is [REDACTED] and I live in Latrobe, Pennsylvania. I thank you. Keep it on, keep it on. Bye bye.

Monday 11:49 AM

My name is Beverly Davis and my telephone number is [REDACTED]. You may call me back, but I certainly hope you don't take the ShopNBC off the air. I think it's one of the greatest shopping stations there is. You may call me back. Thank you.

Monday 2:32 PM

Yes I'm calling from Ambridge, Pennsylvania and I love the ShopNBC on WQEX. I am a retired banker, I am busy, so if I want to watch the ShopNBC on WQEX or QVC I think it should be my prerogative. It's a great show, it benefits me. Right now I had surgery and I am homebound. It's easier for me to shop on TV than it is for me to get in the car, waste gas, go to the mall and fight for parking so I think it's a great service for me and my family. Thank you. Bye.

Monday 3:03 PM

I'm from the Bloomfield area and I was really outraged when I heard that the cable programs are saying that people that can't afford cable shouldn't be buying on television. Well I for one do not want cable, satellite or any of those things and I resent the fact that they're saying that I shouldn't be able to see it free on WQEX or anywhere I want to see it. And there are many people like us that don't want the garbage that's on cable. They try to make everyone want to buy cable – their interest – there only thinking of themselves. And if you'd like to call me, my name is Sandy [REDACTED]. Thank you.

Monday 5:58 PM

Hello my name is Carol Plati I live in Beaver Falls Pennsylvania I wanted to call about the – I heard the comment of them saying that the people shouldn't be using the shopping services if they can't afford to buy cable. Ok that's just entirely out of line, that is not their business. And number two, what about the 25% of the cable deal is ESPN 1, 2 and 3. Why is it that we have to pay for that if we don't watch it—I myself do watch it, ESPN, but there are tons of people that do not. We have to pay the cable company for that and anyway the people who don't have cable that's what they want they just want

something to take that off there so that if they want a shopping channel so they have to buy cable. Pretty soon they'll be putting those shopping channels on the one where you have to buy it—the digital. And then the people that just have basic cable won't be able to buy it. When are we ever going to get any relief from them? When are we getting any kind of competition that is going to lower this? This has gone up from—I came here from California in 1994, my cable bill was I think \$23-\$24 and now it's \$53. When is this going to stop? Thank you very much I'm at [REDACTED]. Thank you. Goodbye.

Monday 6:04 PM

Hello I live in Indiana County I enjoy home shopping because I have walking difficulties. I can not walk very far and this—watching the TV and ordering items off the shows enables me to do my shopping. People with walking difficulties—it is very difficult—and if you don't have these problems you can't imagine how bad it is to go in a store walk a few feet and go back to your car, to your driver and not being able to look around in the stores to do your shopping – so we do need shopping on TV. Thank you and you may forward this call. Thank you.

Monday 7:07 PM

I'm looking--listening to WQEX on the North Side in Pittsburgh and I enjoy home shopping and I need it. I'm not exactly homebound but I'm not well and I don't to get out shopping as often as I'd like and I can afford the prices on the things that I see on sale on the television. There are a lot of other comments I just don't know what exactly you want me to say. My phone number is [REDACTED] and I sure hope they don't think about taking you off of public television. Thank you. Bye bye.

**July 31, 2007**

Tuesday 2:05 PM

All people who do not have expanded cable, or even much more than basic cable do not do so because of lack of money. Some of us just don't want the junk that comes with the cable system. We would rather be able to pick and choose our channels and since we can't do that we just stick with the very basic cable so having home shopping on your channel certainly does help us, because then we can shop if we wish too. Not everyone cannot afford to shop, come people choose to shop on the home shopping network and choose not to have expanded cable where there maybe shopping cable networks available. My number's [REDACTED].

Tuesday 4:02 PM

Yes I think we should continue with this. I'm homebound and I appreciate having the variety. I don't know just keep this on the air. Thank you.

Tuesday 4:10 PM

Hi I am in my 70s and I really appreciate these home shopping programs. I am walking with a cane, I cannot really get out and I do appreciate them. I can afford them and I do appreciate having them on. I'm from the Harmony Pennsylvania section. I would like

for somebody to call me at [REDACTED]. My name is Mrs. Chews. Thank you. Bye now.

Tuesday 5:04 PM

My name is Jackie Column and I live in New Kensington Pennsylvania. I'm calling because I'm just furious about the comment from the cable companies stating that if somebody doesn't have cable they can not afford to be shopping on home shopping. I don't have cable and I don't have internet, because I choose not to have it not because I can't afford it. The point I want to make is on channel 13 I watch the cooking shows, I watch the history channel—the history programs that you have, the travel programs – everything that's on channel 13 that we watch you can get on cable. So does that mean that everyone should stop watching the programs on channel 13? There's a lot of people that don't want cable and I've talked to quite a few people that had cable—their getting rid of the cable. And I feel it's a very good program to have this home shopping it makes it very convenient. I am a senior citizen and I am handicapped, but I can afford to buy anything that I want on the cable—on the home shopping. I have the money if I want to, but I do not want cable and I feel that there are quite a few people that way. And I don't see that the cable should be dictating what people watch or what people could afford to buy or what they should do. And in their way of thinking no one should be watching channel 13 because it's all duplicated on cable. Thank you. Bye bye.

Tuesday 9:03 PM

Hi my name is Lee Harvard. My phone number is [REDACTED] and you can call me if you like. But I think you should keep on the home shopping network. I happen to be a mother, and a grandmother, and a retired business owner and I find that these programs present a lot of things. I can't get out as often as I'd like to purchase the things I want. We get quality, top quality – your returns are absolute about that, if you should want to return something. So I think they should be left on for the general public, for the elderly, for whom ever chooses to have them on. I thank you so much for allowing me to give my comment. Bye bye.

Tuesday 11:15 PM

Hello my name is Della Woodreffe. I was calling to make a comment about the home shopping network. I think it's fine just the way that it is. The cable companies are not concerned about I think that the cable companies are not—or those that complain—are not concerned about people using the free—getting the show free. That's what the problem is that they're not getting it through them. That's what the problem is—that they're not getting it through them and paying for it. That's what the whole problem is about. It's all about money. I can't afford cable so what difference would it make to them. They're not concerned about me or anybody else. They're just concerned about getting more people to get cable. And my comment is just leave it the way that it is. Consider those people that actually can't have it. And why would they complain because somebody that might be less fortunate than they are. It's still all about money. They could care less if those people would get cable there wouldn't be any more complaints. That's what the whole thing is.

**August 1, 2007**

Wednesday 9:51 AM

From Corapolis. To refute the solicitous reasoning of the cable company that says people don't buy their service because they can't afford it and then they illogically say they wouldn't be able to afford other products on television. The reason people are not buying the cable services is they cannot choose the channels that they want. They are forced to take many channels they don't want. With your home shopping networks you chose to buy sheets, pots, pans, whatever it is you need or want and that's what you get. You're not getting a lot of stuff you don't want. The reason that people can't afford it –you have a large number of people who have decided that they won't purchase something that they is not what they want. Thank you.

Wednesday 2:38 PM

Yes, I just want to say that I enjoy your home shopping, it's very convenient and you are exposed to a lot of beautiful things in the world that you might otherwise not be able to see and that it should be left on the air. Thank you very much.

From: Carol Green [e-mail address redacted]

To: wqex@wqed.org

Sent: Fri 7/27/2007 5:37 PM

Subject: FCC Comments Regarding Home Shopping Programming

Age: 59

Location: pittsburgh pa

Comments: Home shopping programming offers a viable alternative to traditional retail in terms of convenience, selection, and pricing value. And, as any with any competitive industry, it can only get better fro the consumer in the future. As an avid watcher, and moderate buyer, it's air time "well-spent". Kudos to WQEX for recognizning this excellent programming opportunity.



From: Jamie [e-mail address redacted]  
To: wqex@wqed.org  
Sent: Fri 7/27/2007 11:20 PM  
Subject: FCC Comments Regarding Home Shopping Programming

Occupation: collections

Age: 44

Location: washington

Comments: I hope you take in consideration that not everyone has cable tv, so it's not an option for me or my mom who is homebound.i think home shopping has become a way of life for alot of people in this day and age who can not leave the house and for people like me who have kids and work full time, and like I said I do not have cable tv so that is not a option for me. Please consider how many lives this would affect if it was taken off the air, it might be small to you but it isnt to busy families or older people and someone needs to take a stand for us

From: Diane Balcom [e-mail address redacted]

To: wqex@wqed.org

Sent: Sun 7/29/2007 10:12 AM

Subject: FCC Comments Regarding Home Shopping Programming

Occupation: Executive

Age: 60+

Location: Pittsburgh, PA

Comments: I very much appreciate the addition of ShopNBC to the WQEX site. This channel expands the selections available to people who shop from home. With the long hours of a demanding job, it is very helpful to be able to access ShopNBC on-air at home and I hope this will continue to be available on WQEX.

Thank you.

From: Emil Socha [e-mail address redacted]

To: wqex@wqed.org

Sent: Sun 7/29/2007 8:52 PM

Subject: FCC Comments Regarding Home Shopping Programming

Occupation: retired

Age: 63

Location: pittsburgh pa

Comments: A lot of people who are homebound only have the home shopping networks to connect them with the outside. The cable companies have no right to tell what programming is allowed on regular tv. I don't have cable or dish because I don't want it, not because I can't afford it. And I can afford to spend my money where I want; it's none of the cable company's business.

From: Bonnie L. Renshaw [e-mail address redacted]  
To: wqex@wqed.org  
Sent: Tue 7/31/2007 3:17 PM  
Subject: FCC Comments Regarding Home Shopping Programming

Occupation: mutual fund client service rep

Age: 58

Location: Pittsburgh

Comments: Responding to FCC inquiry about home shopping availability on Broadcast Free TV, I'd like to express my hope that Cable TV doesn't have the power or influence to remove this service from FREE broadcast stations. I've utilized these free shopping channels frequently because it's very convenient, saves travel time and money. Going to the local malls is something I rarely do anymore. There isn't any reason to restrict this venue from free access to only cable viewing. Home Shopping Network boasts 70 million viewers. Is that why avaricious cable companies want an even bigger piece of the pie or maybe the entire pie? P.S. Buyers can purchase via credit or debit cards which almost anyone has, or via check by phone. Also, sometimes I just "window" shop. That's okay isn't it?

From: Kenneth Reichl

Sent: Wed 8/1/2007 2:00 PM

Location: Oakmont PA 15130

Comments: I saw that you were seeking comments regarding the "shop at home" services you broadcast and wanted to provide my feedback on this issue. I find these services to be very valuable. I am a working professional who finds little time (and little enjoyment) in shopping for certain products out in the community and ShopNBC has been valuable in saving time and bringing competitively priced merchandise to me at my convenience. I do not have cable, nor do I want cable so I would otherwise not have access to this programming. I was outraged at a comment you played on your station saying people who don't have access to shopping programming on cable probably shouldn't be buying things from the TV anyway! I don't have cable or the internet and yet as a single person household I make over \$60,000 a year. That is like saying only poor people shop at certain stores. That type of bigotry shouldn't even be acknowledged. I thank you for bringing this programming to those of us without cable and for letting us have the freedom to choose whether or not we tune into the program and whether or not we choose to spend our hard earned money on products they sell.